



NOTICE OF PUBLIC MEETING OF THE ARIZONA STATE PARKS BOARD

Notice is hereby given to Members of the Arizona State Parks Board (Board) and the general public that there will be a General Parks Board meeting, to begin on **WEDNESDAY, January 11, 2012 at 10:00 AM** pursuant to A.R.S. § 38-431.02 and A.R.S. § 41-511.01 *et. seq.* at the Arizona State Parks Offices located at 1300 W. Washington St., Phoenix, AZ. The public portion of the meeting will begin at 10:00 AM (time certain).

The Board may elect to hold an Executive Session for any agenda item at any time during the meeting to discuss or consult with its legal counsel for legal advice on matters listed on this agenda pursuant to A.R.S. §38-431.03 (A) (3). Items on the Agenda may be discussed out of order, unless they have been specifically noted to be set for a time certain. Public comment will be taken. The Board will discuss and may take action on the following matters.

AGENDA

(Agenda items may be taken in any order unless set for a time certain)

- A. CALL TO ORDER - ROLL CALL** – Time Certain: 10:00 AM
- B. PLEDGE OF ALLEGIANCE**
- C. INTRODUCTIONS OF BOARD MEMBERS AND AGENCY STAFF**
 - 1. Board Statement - "As Board members we are gathered today to be the stewards and voice of Arizona State Parks and its Mission Statement to manage and conserve Arizona's natural, cultural, and recreational resources for the benefit of the people, both in our parks and through our partners."
- D. ELECTION OF BOARD OFFICERS FOR 2012**
 - 1. The Board will nominate and elect its Chair and Vice-Chair for 2012
- E. COMMENTS FROM THE NEW PARKS BOARD CHAIR**
- F. CALL TO THE PUBLIC** – Consideration and discussion of comments and complaints from the public. Those wishing to address the Board must register at the door and be recognized by the Chair. It is probable that each presentation will be limited to one person per organization. Action taken as a result of public comment will be limited to directing staff to study or reschedule the matter for further consideration at a later time.
- G. CONSENT AGENDA** – The following items of a non-controversial nature have been grouped together for a single vote without Board discussion. The Consent Agenda is a timesaving device and Board members received documentation regarding these items prior to the open meeting. Any Board member may remove any item from the Consent Agenda for discussion and a separate vote at this meeting, as deemed necessary. The public may view the documentation relating to the Consent Agenda at the Board's office: 1300 W. Washington, Suite 150A, Phoenix, Arizona.
 - 1. Approve Minutes of October 26, 2011 Arizona State Parks Board Meeting



2. Approve Executive Session Minutes of November 23, 2011 Arizona State Parks Board Meeting
3. Approve Minutes of November 30, 2011 Arizona State Parks Board Meeting
4. Approve Executive Session Minutes of November 30, 2011 Arizona State Parks Board Meeting – Sponsorship and Donations Advice
5. Approve Executive Session Minutes of November 30, 2011 Arizona State Parks Board Meeting – Mid-Period Performance Review of Executive Director
6. Approve Executive Session Minutes of November 30, 2011 Arizona State Parks Board Meeting – Recruitment of Executive Director or Appointment of Interim Executive Director

H. DIRECTOR'S SUMMARY OF CURRENT EVENTS – The Executive Director will provide a report on current issues and events affecting Arizona State Parks. A list of items to be discussed under this agenda item will be posted on the State Parks website (azstateparks.com) 24 hours in advance of the Parks Board meeting.

I. BOARD ACTION ITEMS

- 5 1. **Consider Exploring Using Arizona State Park(s) as Off-Highway Vehicle Sites or Staging Areas** – Staff recommends the Arizona State Parks Board direct staff to explore the possibility and feasibility of using Arizona State Park(s) for potential off-highway vehicle recreation use, or using the park(s) for potential off-highway vehicle recreation staging areas, and that staff report back to the Board.
2. **Discussion and Possible Action Regarding Recruitment of Executive Director or Appointment of Interim Executive Director** – This item may include an update to the Arizona State Parks Board by the Permanent Executive Director Hiring Subcommittee concerning the process in the recruitment of the Executive Director. This item may also include a presentation by the Department of Administration concerning Executive Director recruitment. This item includes approval of interview questions for candidates for Executive Director.

J. DISCUSSION ITEMS

1. Revenue Forecast by Major Fund and Park Visitation Update
- 7 2. State Parks Operations Status Update
- 9 3. Update on Public Fishing Facility at Contact Point
- 10 4. Sponsorships and Donations Policy Update
- 12 5. Request for Proposal for the Operation of the Lodge at Tonto Natural Bridge State Park Update
6. Discussion on Legislative Issues, Priorities, Messaging Points and Potential Solutions for Upcoming Legislative Sessions
- 16 7. Consider an Agreement to be a Main Street Coordinating Program Manager
8. Agency Sunset Review and Office of Auditor General Audit Update



K. TIME AND PLACE OF NEXT MEETING AND CALL FOR FUTURE AGENDA ITEMS

1. Staff recommends the next Arizona State Parks Board Meeting be held on Wednesday, February 15, 2012.
2. Board members may wish to discuss issues of interest to Arizona State Parks and request staff to place specific items on future Board meeting agendas.

L. ADJOURNMENT

Pursuant to Title II of the Americans with Disabilities Act (ADA), Arizona State Parks does not discriminate on the basis of a disability regarding admission to public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting the acting ADA Coordinator, Nicole Armstrong-Best, (602) 542-7152; or TTY (602) 542-4174. Requests should be made as early as possible to allow time to arrange the accommodation.

 *For* 12/30/2012
Bill Feldmeier, Interim Executive Director

12/30/11 1:44 PM

Arizona State Parks Board Action Report

Agenda Item #: I-2



Title: Consider Exploring Using Arizona State Park(s) as Off-Highway Vehicle Sites or Staging Areas
Staff Lead: Jay Ream, Assistant Director
Date: January 11, 2012

Recommended Motion:

I move the Arizona State Parks Board direct staff to explore the possibility and feasibility of using Arizona State Park(s) for potential off-highway vehicle recreation use or using the park(s) for potential off-highway vehicle recreation staging areas, and that staff report back to the Board.

Status to Date:

Staff has been contacted about the possibility of using Arizona State Park(s) (ASP) as a destination or staging area for off-highway vehicle recreation use on adjoining public lands. ASP compiled survey data on Off Highway Vehicle (OHV) trends that provide a starting point for this study.

Survey Data:

ASP 06/07 Visitor Survey:

- 47% of visitors agreed that ASP should provide special use areas for OHV recreation; 53% disagreed with this statement.
- When asked if they would use off-highway vehicle areas if they were to be available at ASP, 55% said they would not use these areas, 30% said they may use them, and 15% said they would definitely use them.
- 62% of ASP visitors never engage in OHV recreation, 27% engage in OHV recreation occasionally and 11% do regularly.

SCORP 2008:

- 67% of participants in the Statewide Comprehensive Outdoor Recreation Plan (SCORP) do not drive off-road; 4% drive off-road once a year; 21% drive off-road a few times a year or once a month; 4% drive off-road once a week and 4% drive off-road twice a week.
- Arizona residents who participate in off-road driving (approximately 1/3 of the population) participate in this activity 9 days a year on average.
- 24% of those surveyed expected their participation in off-road driving to increase in the future.

Arizona State Trails Plan 2010:

- 22% of adult Arizona residents used a trail at least once in 2008 for motorized recreation. 11% of these were considered "core" users (motorized trail use accounts for the majority of their use of recreational trails).
- Highest percentage of motorized core users was in Yuma, La Paz & Mohave counties (22%).
- 16 regional workshops were conducted in 8 regions of the state. Participants at public workshops identified one of the major issues as keeping trails and routes and their access open. Suggested methods included acquisition of easements,

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protection from encroaching development and land agency cooperation/collaboration.

- 50% of motorized trail users were somewhat satisfied with motorized trails in Arizona.
- Top priorities (survey results) for all user groups (random household survey, involved users & interested users) were: 1) acquiring land for trails and trail access, 2) keeping existing trails in good condition and 3) mitigating damage to environment surrounding trails.

Time Frame:

Staff needs several months to evaluate park and fiscal resources and to coordinate with partners and other land managers.

Staff and Financial Resources:

Study will require an estimated 500 staff hours plus additional other operating expenses of \$5,000. There are no existing staff resources to expend on a project of this size. If the Parks Board approves moving forward with this feasibility study the Board must decide what programs to suspend to make resources available.

Relation to Strategic Plan:

Visitors: To provide safe, meaningful, and unique experiences for our visitors, volunteers and citizens.

Relevant Past Board Actions:

N/A

Attachments:

N/A

Arizona State Parks Board Information Report Agenda Item #: J-2



Title: State Parks Operations Status Update
Staff Lead: Jay Ream, Assistant Director
Date: January 11, 2012

Status to Date:

The Arizona State Parks Board (ASP) worked hard to keep parks open and operating by both leveraging existing public and private partnerships and building new relationships. Of the 27 parks that were open to the public prior to the February 2009 budget cuts, 26 parks are currently open and operating. Picacho Peak and Lyman Lake State Parks are open seasonally. Oracle State Park has a signed agreement to reopen in Spring 2012 on a seasonal basis and San Rafael State Natural Area has never been open to the public.

A Request for Information (RFI) was issued on September 9, 2011 for Tonto Natural Bridge State Park to seek information from potential Third-Party operators for the Tonto Lodge. ASP received 6 responses by the RFI due date, October 21, 2011.

San Rafael State Natural Area: A Special Use Permit was issued on December 1, 2011 to allow the U.S. Border Patrol, in conjunction with the U.S. Army, to establish temporary surveillance stations along the international border for a period of one year.

Upcoming Activities:

- Arizona State Parks continues to review the responses from the RFI regarding the feasibility of Third-Party management in Arizona State Parks. Staff met with each respondent for follow-up discussions.
- Staff is renewing partnership agreements (schedule attached).
- Arizona State Parks reviewed responses to the RFI for the Third-Party operation of Tonto Natural Bridge State Park lodge.
- ASP will seek legislation to protect park-generated revenues.
- ASP will execute a Special Use Permit for the horse boarding operation at Rockin River Ranch State Natural Area to allow for the continuation of current operations for 6 months with an extension option for 6 additional months.
- Oracle State Park will reopen on February 4, 2012 for 3 months.

Time Frame/Target Date for Completion:

Initial review of the RFI for the potential Third-Party operation of Tonto Lodge is on today's agenda.

Relevant Past Board Actions:

- RFP for Oracle State Park, June 16, 2010
- RFP for Lyman Lake State Park, September 15, 2010
- RFI for Third-Party management in Arizona State Parks, November 17, 2010
- RFP for the operation of the Tonto Lodge, January 12, 2011
- Arizona State Parks Board endorsed 19 partnership agreements for the operation of Arizona State Parks

Arizona State Parks Board Information Report
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- Parks Board seeks legislation to protect park-generated revenues, June 23, 2011 and September 14, 2011.

Attachments:

State Parks Operations Status Update – Pages 8A-8B
Partnership Agreement Status - Page 8C

Title: Operations Status Update Attachment
 Date: January 11, 2012
 Agenda Item #: J-2

A. Parks open without Financial Partnerships FY 2012:

1. Alamo Lake SP	
2. Buckskin Mountain SP	
3. Catalina SP	
4. Cattail Cove SP	
5. Dead Horse SP	
6. Fool Hollow Lake Recreation Area	
7. Kartchner Caverns SP	
8. Lake Havasu SP	
9. Lost Dutchman SP	
10. Patagonia Lake SP	
11. Picacho Peak State Park*	Reopened September 15, 2011
12. Slide Rock SP	
13. Tonto Natural Bridge SP	

B. Parks Operated by Arizona State Parks staff through Partnership Support:

1. Fort Verde SHP	Town of Camp Verde - \$70K agreement to June 30, 2012
2. Homolovi SP	Hopi Tribe - \$175K agreement to February 28, 2012
3. Jerome SHP	Yavapai County - \$30K agreement to August 31, 2012
4. Lyman Lake SP*	Apache County - \$22K Park closed for the season October 17, 2011
5. Red Rock SP	Yavapai County - \$30K, Benefactors of Red Rock - \$40K agreement to June 30, 2012.
6. Roper Lake SP	Graham County – agreement to June 29, 2012

*PARKS WITH SEASONAL OPERATING SCHEDULES

C. Parks Operated by Partners with no State Parks Staff:

1. Boyce Thompson Arboretum SP	University of Arizona & Boyce Thompson Foundation
2. McFarland SHP	Town of Florence
3. Riordan Mansion SHP	Arizona Historical Society
4. Tombstone SHP	City of Tombstone
5. Tubac Presidio SHP	Santa Cruz County & Tubac Historical Society
6. Yuma Territorial Prison SHP	City of Yuma & Yuma Crossing Heritage Area
7. Yuma Quartermaster Depot SHP	City of Yuma & Yuma Crossing Heritage Area

D. Parks that are Closed to the Public:

1. Oracle SP	Agreement with Friends of Oracle State Park to provide \$21,000, to reopen the park on a limited schedule, 6-months per year on February 4, 2012.
2. San Rafael Natural Area	Park Closed. Grazing Special Use permit implemented. No public access. Agreement with the Town of Patagonia – a Town Marshall to live on site. Special Use Permit with US Border Patrol.

Title: Partnership Agreement Status Attachment
 Date: January 11, 2012
 Agenda Item #: J-2

Park Term	IGA No.	Partner	Date Ending	Renewal
Current Agreements:				
Ft. Verde	10-032	Camp Verde	6/30/2012	1 Year (1)
Homolovi	11-036	Hopi Tribe	2/28/2012	1 Year (2)
Homolovi	11-009	Winslow	10/31/2012	1 Year (1)
Jerome	10-023	Yavapai Co.	8/31/2012	1 Year (1)
Oracle	12-010	Friends Oracle	12/31/2012	1 Year
Tubac Presidio	10-037	Santa Cruz Co.	3/31/2012	1 Year (1)
San Rafael	SUP	U.S.B.P.	11/30/2012	1 Year
Red Rock	10-045	Yavapai Co.	6/30/2012	1 Year (2)
Red Rock Gift Ship	11-010	Benefactors	6/30/2012	1 Year (2)
Red Rock Connection	11-041	Benefactors	6/30/2012	1 Year
Yuma QMD	10-006/11-062	Yuma	6/30/2012	3 Year (2)
Lyman Lake	10-038A1	Apache Co.	12/31/2012	available,no set term
*Riordan Mansion	10-039	AHS	3/31/2013	2 Year (2)
Tombstone	10-035	Tombstone	3/31/2013	2 Year (2)
Yuma Terr. Prison	10-031	Yuma	3/31/2013	3 Year (2)
McFarland	11-027	Florence	6/30/2013	3 Year (2)

*Amended September 23, 2011, no ASP staff.

Arizona State Parks Board Information Report

Agenda Item #: J-3



Title: Update on Public Fishing Facility at Contact Point
Staff Lead: Jay Ream, Assistant Director
Date: January 11, 2012

Status to Date:

Arizona State Parks staff is working with the Bureau of Land Management (BLM), in conjunction with the Lake Havasu Fisheries Partnership (Partnership), to create a Memorandum of Understanding (MOU) to plan, develop, operate and maintain a free public fishing facility on Contact Point for the recreational benefit of the public.

The project scope includes a fishing pier, picnic area with shade ramada, restroom, hiking trails, wildlife viewing area, signage and parking. The design and development will be done in conjunction with the Partnership, which includes the BLM, Bureau of Reclamation, Fish and Wildlife Service, U.S. Geological Survey, Arizona Game and Fish Department, California Department of Fish and Game, Lake Havasu City and the Anglers United.

The proposed project will provide shoreline fishing access at Contact Point. Similar projects have been constructed by the Partnership along the lake.

Upcoming Activities:

Staff reviewed and forwarded a revised MOU to BLM for this public fishing facility, and anticipates finalizing the document in the next few months. The Partnership will provide the plans and specifications of the facility for review and approval by staff. Once approved, the Partnership will fund and construct the facilities at Contact Point. The proposed public fishing facility will not interfere with the planned development of other recreational facilities at Contact Point. At the termination of the MOU, all improvements constructed for this project will become the property of the Arizona State Parks Board.

The Arizona State Parks Board will provide access from Highway 95 and use of the existing parking area nearest the lake for free public parking to serve the fishing facility. The Arizona State Parks Board will also provide maintenance for the fishing facility, subject to available funding.

Time Frame/Target Date for Completion:

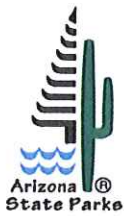
Arizona State Parks anticipates that BLM will return the draft MOU in January 2012. Additional reviews by procurement and the Attorney General's representative will follow.

Relevant Past Board Actions:

N/A

Arizona State Parks Board Information Report

Agenda Item #: J-4



Title: Sponsorships and Donations Policy Update
Staff Lead: Jay Ream, Assistant Director
Date: January 11, 2012

Status to Date:

The Arizona State Parks Board approved the draft Sponsorships and Donations Policy and authorized staff to seek initial public input at its February 23, 2011 meeting. Staff sought comments from the general public, private corporations, the Arizona State Parks Foundation and non-profit organizations. Responses to the first draft indicated confusion regarding sections of the policy. Based on these comments, staff revised the proposed agency policy and provided three documents: Frequently Asked Questions, Fundraising Proposal and Record of Donation. These partner documents will provide an easy method for partners to negotiate the process and comply with agency policy.

These new documents (included as attachments) were circulated to all interested parties for further comment. Responses to the second drafts were significantly more positive, however, some improvements were suggested. Staff amended the draft policy and partner documents. Three comments were received after a third circulation of the documents. Two from staff which corrected clerical changes etc. and one from a partner regarding the process.

As the agency seeks sponsorships and donations, the proposed policy outlines the administration of both. Donations are defined as having no public recognition component and sponsorships have a public recognition component. The policy offers guidance to staff on the acceptance, use and acknowledgment of donations, vetting potential donors/donations and recognizing sponsorship opportunities. In addition, the policy outlines levels of authority, processes and standardizations with respect to in-park activities. The policy protects the agency by outlining required levels of authorization as well as encouraging detailed communication between the agency and our partners. The partner document eliminates confusion by offering access to agency administration of donations and sponsorships to our partners.

The Sponsorships and Donations Policy provides the agency additional opportunities to seek funding, administer monies and recognize supporters.

Upcoming Activities:

Staff will receive comments from the Parks Board regarding the draft Sponsorships and Donations Policy.

Relevant Past Board Actions:

- On November 17, 2010 the Arizona State Parks Board discussed developing a policy for sponsorships and donations

Arizona State Parks Board Information Report
Agenda Item #: J-4

- On February 23, 2011 the Arizona State Parks Board approved the draft Sponsorships and Donations policy and authorized staff to seek public input.

Attachments:

Draft Arizona State Parks Sponsorship and Donations Policy – Pages 11A-11Q

ASP Sponsorships and Donations Policy Addendum – Page 11R-11U

Partner Documents –

 Frequently Asked Questions – Pages 11V-11W

 Record of Donation – Pages 11X-11Y

 Fundraising Proposal – Pages 11Z-11CC

Arizona State Parks
Sponsorships and Donations Policy
for staff use

SECTION 1. AUTHORITY FOR DONATION ACTIVITIES

(See Addendum for legal authorities)

Arizona State Parks (ASP) may accept contributions from individuals, organizations, foundations, corporations, businesses, associations and other entities. Donations may be in the form of cash, real property (land and improvements), facilities, personal property, and services.

ASP partners may be authorized through an agreement with ASP to 1) undertake specific fundraising campaigns or 2) in the context of other agreements, establishing the relationship between the partner and ASP, to solicit and accept donations for ASP's benefit. Best efforts will be made to respond to all requests for approval within 30 working days of receipt. Every effort will be made to ensure a rapid and efficient approval process. The Director's office will maintain a roster of all approvals granted by the Director.

1.1 Delegation of Authority

1.1.1 Generally, an Assistant Director is delegated the functional authority to monitor compliance with the policies, procedures and standards set forth herein.

1.1.2 Approvals. The Assistant Directors, Chief of Operations, Regional Managers and Park Managers are delegated authority to accept donations. The Assistant Directors are delegated authority to authorize an ASP partner to raise funds to benefit ASP, subject to the restrictions contained in this policy.

(a) Single donations of \$1 million or more require the Director's approval. The Director may waive this requirement in the context of an approved fundraising campaign.

(b) Proposed fundraising campaigns by authorized ASP partners that will benefit ASP require the approval of the Director if:

- (1) they have a goal of \$50,000 or more;
- (2) funds will be solicited nationally;
- (3) they involve national advertising or promotional elements; or
- (4) there is the likelihood for significant controversy.

Fundraising not subject to the Director's or Assistant Director's approval may be approved by the Section Chief or State Historic Preservation Officer, who may further delegate approval to the staff overseeing the campaign. Up to \$5,000 may be donated as long as no ASP recognition is requested.

Approval can be a general authorization within the context of an agreement establishing the overall relationship with an ASP partner, or in a separate agreement on fundraising.

1.1.3. Monitoring. Following the acceptance of this policy and for a period of 12 months, a Donations Oversight Committee of the Assistant Directors, Chief of Operations, State Historic Preservation Officer (SHPO), Chief of Budget, Fiscal and Procurement Services, Regional Managers and three Park Managers shall serve as a monitoring committee, meeting quarterly in order to review implementation. The committee will submit a report to the Director, setting forth their findings with recommendations for changes or additions to the program that reflect operational needs. Other designated staff may join the committee as appropriate.

Following the initial 12 month monitoring period, the committee will meet annually and submit a report to the Director, setting forth their findings with recommendations for changes or additions to the program that reflect operational needs.

SECTION 2. POLICIES & CONSIDERATIONS

2.1 Ethical Considerations. ASP employees are governed by ethics regulations which prohibit State employees, without specific statutory authority, from using their official title, position, or any authority associated with their public office to further a private fundraising effort. ASP employees will not use their positions in ways that might imply an endorsement of a commercial product, service, or enterprise. ASP may publicly thank a donor, who has supported the ASP mission, and endorse those fundraising activities of an ASP partner subject to an approved fundraising agreement with ASP.

ASP may accept funds donated from organizations in which an ASP employee is an officer or Director (including ex-officio positions) or is otherwise engaged in a leadership role with the organization only when the arrangement has been reviewed and approved by the Director. This does not preclude ASP employees from carrying out their official role as coordinator under the applicable agreement with an ASP partner.

2.2 Matching Funds/Challenges. ASP will not accept donations that impose a fundraising "challenge" to ASP to match the donation. Such a challenge would constitute an inappropriate influence on the ASP budget process. This does not prohibit ASP from using donated or appropriated funds as a match for donations from outside parties.

2.3 Funds Accountability. All monetary gifts received directly by ASP must be deposited in a donation account and accounted for in compliance with Arizona Revised Statutes and the State of Arizona Accounting Manual. All non-monetary donations accepted by ASP must be accounted for under the same standards and procedures used to account for other similar government property. Donations of property not intended for direct use by ASP should be directed to a non-profit partner who agrees to sell the items and subsequently donate the proceeds to ASP for the purpose intended by the original donor (e.g. real estate or artwork not intended for display or use in or by ASP). Artifacts are used for display and are returned to the private owners and not sold.

2.4 Annual Report. Every park or program that receives donations must submit an annual report, through the appropriate Chief or SHPO to the Administration Division, detailing the amount, and if in-kind, type of donations received. At a minimum such reporting must identify the source, the date and the amount of the donation. The Administration Division will provide additional information on the content, format, timing and other requirements for this report.

SECTION 3. ROLES AND RESPONSIBILITIES.

Fundraising to support parks is typically undertaken by long-standing park support groups such as Friends groups, or non-profit public foundations. Friends groups are non-profit organizations that are generally formed under state law (A.R.S. §10-3202) and must comply with state and federal requirements for charitable fundraising. Individuals, businesses, or groups such as local service organizations, clubs, schools, etc. that don't necessarily have an ongoing relationship with ASP may also, from time to time, undertake fundraising activities for the benefit of ASP.

ASP values the commitment of its non-profit partners and their many contributions to the Arizona State Parks Board (ASPB) and the Arizona State Parks System. ASP employees are expected to develop and maintain professional relationships with these organizations based on mutual understanding of the goals and functions of both parties and, when required, appropriate written agreements.

As stated previously in this policy, ASP does not directly regulate fundraising activities by Friends groups or non-profit public foundations; however, ASP cannot support fundraising conducted in its name unless the activities are consistent with the requirements of this policy. Any fundraising must be consistent with ASP mission, goals and legal authority. Accordingly, a written agreement must be executed prior to any fundraising that explicitly states or implies that the fundraising is authorized, or for the benefit of, ASP, its programs, or the Arizona State Parks System generally; absent such an agreement, ASP may or may not accept any resulting donations.

3.1 Arizona State Parks. In general, ASP officials in accordance with the delegations of authority found elsewhere in this document:

- (a) may identify projects, programs, or objectives appropriate for private sector support,
- (b) may solicit donations (See Solicitation Guidelines)
- (c) may authorize specific ASP partners to conduct fundraising campaigns for the benefit of a park or project,
- (d) must review and approve all fundraising and other informational materials prior to their distribution and set other appropriate standards,
- (e) must monitor the activities of those who fundraise for the benefit of ASP,

- (f) must ensure accountability for all donations received,
- (g) must verify construction cost estimates prior to a partner initiating a fundraising campaign involving construction,
- (h) will work with ASP partners to apprise them of the cost and future operational implications of major donations and identify means to mitigate and/or fund them,
- (i) may recognize donors consistent with Section 7 (Corporate Recognition) of this document,
- (j) must respond in a timely manner to all offers of donations, either accepting or declining the donation consistent with Section 4.1 (Considering Donations),
- (k) may apply for competitively awarded grants,
- (l) may, consistent with this policy and other applicable ASP policies; enter into written agreements with partners to undertake specific fundraising activities to include solicitation and acceptance of donations on behalf of, or to benefit, ASP,
- (m) may support third parties to create park support groups such as "Friends" groups whose purposes include raising funds for the benefit of ASP,
- (n) may assign an ASP official to serve as advisor or liaison to Friends groups, or other partner organizations authorized to raise funds for the benefit of ASP and
- (o) must ensure that fundraising agreements comply with ASP goals, policies, plans and legal authority.

Unless an existing contract or agreement is in place, an ASP employee may serve as a non-voting member on the Board of a Friends group, or other ASP partner organization that is authorized to raise funds for the benefit of ASP.

3.2 Fund Raising Partners. All fund raising to benefit ASP must be authorized in a written agreement. Fund raising that is not subject to the Director's approval may be authorized in a general agreement that defines the relationship between ASP and the partner organization in an agreement specific to the fundraising goal. These agreements will be separate and distinct from other agreements and other activities performed by ASP fundraising partners. This requirement for authorization and approval does not apply to fundraising by an ASP partner for purposes that do not directly benefit ASP, such as fundraising to cover internal costs or non-ASP projects.

Making a donation or co-sponsoring a special event does not entitle the donor/sponsor to any special privileges unless outlined in a contract or agreement.

SECTION 4. DONATIONS

4.1 Considering Donations. The support received through donations is very important to the successful accomplishment of the ASP mission, but the donations must be made in a legally and ethically appropriate manner. Donation acceptance issues arise in a wide

variety of contexts, rarely lending themselves to clear cut distinctions or rules. Accordingly, authorized employees must consider all relevant factors when determining whether to accept a donation; including the value and purposes of the donation, as well as the nature and interests of the donor. Examples of relevant factors to be considered are identified in Section 4.1.1 below. This list is neither intended to be exclusive nor to imply that any one of these factors specifically requires acceptance or declination of a donation, but rather to illustrate what to consider when making donation-related decisions. The authorized employee should weigh the totality of the circumstances from the perspective of a reasonable person with knowledge of the relevant facts.

In many instances, a donor provides a donation directly to a non-profit entity, with the non-profit entity or partner subsequently making the donation to ASP. The manner in which these donations are accomplished is among the totality of the circumstances to be considered when deciding whether to accept a donation. Specifically, the nature of the relationships between the original donor, the non-profit entity and ASP should be considered in ASP's decision to accept, or decline, the donation. For example, when a nonprofit arranges a donation without any involvement from ASP, acceptance of the donation might or, might not, give rise to an appearance of a loss of integrity or impartiality, or otherwise reduce public confidence in ASP. Where appearance concerns persist, ASP reserves the right to decline the specific donation.

4.1.1 Maintaining the Integrity, Impartiality of, and Public Confidence in ASP. Before accepting, utilizing or recognizing donations, an employee authorized to accept donations must determine the totality of the circumstances surrounding the potential donation.

(a) Maintains the integrity of the Arizona State Parks Board (ASPB) and it's programs and operations, by considering the following:

- (1) the donation is not, or does not appear to be (such as by its size or circumstances), an attempt to influence the exercise of any regulatory or other authority of ASP with respect to the donor.
- (2) the donation meets an actual need of ASP and would not require ASP to assume funding commitments it is unprepared or unable to accept.
- (3) the donation and any conditions thereto are consistent with, and do not otherwise circumvent law, regulation, ASP policy, park planning documents or authorized park purposes.
- (4) ASP is able to properly utilize or manage any donated real or personal property within policy, programmatic and management goals.
- (5) the donation will not be used by the donor to state or imply ASP's endorsement of the donor or the donor's product or services.

(b) Maintains the impartiality, and appearance of impartiality, of ASP and of ASP employees, by considering the following:

- (1) the proposed donation is made to a program or made in an amount that would not influence or appear to influence any significant pending ASP decision or action involving the donor's interests.
- (2) there is neither an actual nor an implied commitment to take an action favorable to the donor in exchange for the donation.
- (3) the donor will not obtain or appear to obtain special treatment in dealing with ASP.

(c) Maintains public confidence in ASP, its programs and employees:

- (1) acceptance would not likely result in public controversy,
- (2) the donation comes only with conditions that are consistent with ASP's program and policy goals,
- (3) only appropriate goods or services will be accepted,
- (4) the proposed donor has no known significant recent history of violations, whether criminal or civil in nature.

4.1.2 Vetting Potential Donors. In order to determine whether the acceptance of a proposed donation is appropriate, each employee authorized to accept donations is responsible for gathering sufficient information about a prospective donor and the proffered donation to enable them to fully evaluate the totality of the circumstances surrounding a donation proposal.

The level of information and verification needed will vary depending on the nature and size of the donation, but should ensure that decisions to accept donations can be measured against the policy principles of Section 4.1.1 to maintain the integrity, impartiality of, and public confidence in ASP.

Individual contributions valued at \$5,000 or more will require vetting by the Section Chief and appropriate ASP staff unless the authorized employee believes a particular donation requires additional consideration with respect to the objectives identified in Section 4.1.1.

(a) When applicable, the process for vetting prospective donors should include a method to elicit pertinent information such as:

- (1) Whether the donor or its officers or directors is involved in litigation or other disputes with ASP;
- (2) Whether the donor is seeking a permit from ASP, or is otherwise engaged in any type of business relationship with ASP;
- (3) Whether the donor has been debarred (or is presently in a debarment proceeding) from contracting with ASP or another government agency;
- (4) Whether the donation is connected to corporate marketing, (see section 6.2, Corporate Campaigns for information on considering corporate marketing proposals);
- (5) The size or value of the donation;

(6) Whether the donation is a singular event or part of a series of donations.

(b) The following minimum requirements shall be met as part of the vetting process to assure that high-value donations to ASP are properly evaluated:

(1) For any donation valued at \$5,000 or more, the authorized employee must perform a thorough background search to determine whether any publicly available information exists that would raise concerns about the propriety of accepting the donation.

(2) For any donation valued at \$50,000 or more, and for all donations of real property, the authorized employee shall, in addition to the action and referrals noted above, refer the proposed donation to ASP Administrative Services Division for coordination with the Parks Division, and the State Historic Preservation Office, where applicable.

(3) For any donation valued at \$250,000 or more, the authorized employee shall, in addition to the action and referrals noted above, refer the proposed donation to the Administrative Services Division who shall seek the assistance of the Attorney General's Office for the purpose of vetting.

ASP will use the vetting process to determine whether the circumstances justify declining a particular donation. Additionally, the following potential donations must also be vetted by the appropriate Assistant Director for subsequent referral to the Director for approval:

(a) Donations, regardless of amount, from entities that are national or international in scope or any subsidiary of such an entity;

(b) Single donations or a series of related donations, i.e. a pledge paid in installments by the same donor, valued at over \$50,000;

(c) Donations which raise significant concerns based on the criteria identified in Section 4.1.1. (Maintaining the Integrity and Impartiality of, and Public Confidence in, ASP);

(d) Donations proposed by corporations or other business interests that result in, or seek to include, marketing, promotions, or other advertising opportunities.

The Arizona State Parks Board is the final decision-making body.

4.1.3 Prohibited Sources. ASP may or may not accept a direct donation from persons or entities:

(a) that has litigation pending involving ASP,

(b) that has, or is seeking to obtain, a contract, lease, grant or other business, benefit or assistance from ASP,

(c) that appears to be offering a gift with the expectation of obtaining advantage or preference in dealing with ASP,

- (d) that are directly associated with any product, service, or enterprise that would reflect adversely on ASP mission and image,
- (e) where acceptance would create a conflict of interest or the appearance of a conflict of interest for ASP,
- (f) where the conditions placed on a donation are inconsistent with the authorized purposes, policies, and planning documents of ASP, the park or the program; or where ASP cannot adequately maintain the donated real or personal property,
- (g) where the donation is inconsistent with or otherwise seeks to circumvent laws, regulations or policies,
- (h) where the donation is to an employee in the form of a "reward", salary, or honorarium for his or her personal use. This does not preclude an employee from re-directing any such donation to a partner organization or ASP; or
- (i) when the acceptance of the donation will be used by the donor to state or imply the endorsement by ASP of any product, service or entity.

Additionally, notwithstanding these prohibitions, a donation involving land or interest in land otherwise made as a part of a land transaction may be accepted but must be specifically reviewed and approved by the Real Property Donations Committee (RPDC) to assure that such donation is consistent with the purposes of this policy. (RPDC to be established or formed on an as-needed basis.)

4.1.4 Record of Donation. A Record of Donation form must be completed for all donations of cash, goods and in-kind services. A copy of this form becomes the donor's receipt. The park or program accepting the donation should also keep a copy of the form. The original form must be forwarded to the appropriate Chief.

4.2 Use of Donations. Donations may be used to fund any ASP activity for which appropriated funds could normally be used, subject to the following:

- (a) Donations will not be used to begin construction, or any phase of construction or other ASP project, where there are not sufficient appropriated and/or donated funds in hand to complete the work so that it is usable. Donated funds may, however, be used to advance project design work.
- (b) Donated funds may pay the cost of ASP-conducted plans or studies; however, standard planning/study procedures will be followed. Construction projects, research projects, books, mapping, exhibits, films, and all other projects that are funded by donations and require planning and design must receive the same reviews and approvals as similar projects funded through the normal budget process. ASP will make its best efforts to expedite reviews and approvals as necessary to facilitate the goals of a fundraising campaign.

4.3 In-Park Solicitation

4.3.1 Visitors. It is appropriate to assist park visitors who seek information on how to make a donation to the park or ASP. Visitor names, or other personal information, from sources such as permit applications or campground registrations may not be given to or used by any third party; unless visitors have specifically provided authorization, except as provided under the Public Records Act.

Visitors may also specifically request and authorize ASP to provide them with additional information about ASP, the park, and/or its needs.

4.3.2 Donation Boxes. Only ASP donation boxes and ASP partner donation boxes, which provide that 100 percent of the collections are deposited with ASP, are permitted on park property. All collection devices must clearly advise the public how the park will use the money. Without this information, monies collected in a donation box must be considered miscellaneous receipts to the State of Arizona Treasury. ASP donation boxes may be placed only on ASP property or on property jointly administered by or for the benefit of ASP.

Other collection activities may be addressed using the Special Use Permit Process.

Donation boxes may recognize the role of an ASP partner in maintaining the box under its agreement with the park.

Funds received from ASP donation boxes on jointly administered property (e.g. joint visitor centers, heritage areas, leased facilities outside of parks) must be accounted for in the same manner as those located on ASP-controlled property.

4.3.3 Displays. Park Managers may allow architectural drawings, models, graphics and other descriptive information to be displayed or otherwise made available to educate visitors about the purpose of an authorized fundraising effort, the identity of the authorized ASP fundraising partner, and how visitors may get additional information or offer assistance. Donor envelopes may be included with the informational literature.

4.3.4 In-Park Events. Requests from ASP partners engaged in authorized fundraising activities to use park facilities for events or activities are subject to the same review and approval, and if necessary, issuance of a permit for facility use on the same basis as any other non-ASP user.

SECTION 5. FUNDRAISING BY OUTSIDE ENTITIES.

A fundraising campaign is an organized effort to solicit funds for a specific purpose. While ASP does not directly regulate the conduct of fundraising by third parties, fundraising conducted in its name is only appropriate when consistent with the ASP mission, goals, legal authority and the standards enunciated in this policy. It is also important to ensure

that the intentions and expectations of the fundraising entity or entities and their donors align with those of ASP. Accordingly, a written fundraising agreement must be executed prior to any fundraising that explicitly states or implies that the fundraiser is seeking donations—monetary or otherwise — under the authority, or on behalf, of ASP. For example, a solicitation letter stating that a local civic group is raising funds to be donated for a new trail on a nearby state park would trigger the requirement for a fundraising agreement, absent such an agreement, ASP may or may not accept donations raised on its behalf.

5.1 Contents of Fundraising Agreements. Fundraising agreements are intended to enable ASP, as necessary, to coordinate fundraising, minimize overlap with other fundraising efforts and ensure compliance of the fundraising effort with this policy. Fundraising agreements may vary in format and substance as appropriate to the particular fundraising effort. Such agreements may be for a particular short-term effort or may cover a long-term relationship encompassing numerous specific fundraising activities, such as when a non-profit friends group has an on-going relationship with a particular state park or program. Whatever its scope, the agreement should allow fundraising to be conducted for ASPB in a manner that ensures ASP's integrity, impartiality and public confidence.

Fundraising agreements will be prepared in draft for review by the ASP partner and by the appropriate ASP official(s). The requirements of this section may be included in the general agreement establishing the ongoing relationship between ASP and its partner or in a separate document. In either event, all of the requirements of this section apply when the agreement is intended to authorize fundraising. Fundraising agreements identify or establish, in part:

- (a) mutual understanding of the goals and objectives associated with a fundraising effort,
- (b) project(s) or program(s) to be funded,
- (c) sources of funding,
- (d) priorities for expenditure,
- (e) roles and responsibilities of the ASP and the ASP partner,
- (f) conditions on fundraising activities,
- (g) applicable laws, regulations, and ASP policies,
- (h) terms and conditions of any endowments,
- (i) the means for addressing various contingencies including cost overruns, dissolution of the assets if fundraising goals are not met or the fundraising organization ceases to exist,
- (j) accountability requirements for all funds raised and, when appropriate, for the security of funds invested by the partner related to a fundraising campaign,

- (k) procedures for ASP review and approval of informational and fundraising materials for distribution or communication to the public,
- (l) a prohibition on actions that imply that ASP endorses the business, products, or services of the prospective donors,
- (m) the applicable vetting process for prospective contributions,
- (n) a provision that allows ASP to terminate the agreement at its discretion and without cost.

The complexity of fundraising agreements is to be commensurate with the scope of the activities undertaken while maintaining the overall integrity of ASP, its partners and donors.

Small-scale events that raise funds for ASP are exempted from the requirements for a written fundraising agreement. A small-scale event is one that is local or community based, is locally publicized and is not expected to exceed \$5,000 in donations or involve more than 250 participants. Bake sales, car washes and benefit breakfasts are examples of such events, as is a request from a local service club to a hardware store for an in-kind donation of supplies for use in the service club's volunteer painting efforts, etc. Authorized employees must evaluate donations from such events in the same manner as other donations, including as a factor the minimal value of the donations.

If ASP becomes aware of unauthorized fundraising activities, a good faith effort will be made to develop a mutually acceptable agreement to govern the fundraising activities. Contributions without a written agreement will be rejected unless the Executive Director determines that acceptance is appropriate under the circumstances

5.2 Determination of Feasibility for Fundraising Success. ASP is responsible for clearly demonstrating that a proposed fundraising effort has a reasonable potential for success before approving fundraising campaigns or fundraising for specific projects. ASP must also assess the various factors identified in this policy before approving a fundraising effort. Consideration must be given to the experience and capabilities of a partner to meet the financial goal of the campaign within the proposed timeframe, the experience and capabilities of the park or program to support the effort, and the willingness of donors to give to the project.

5.3 Fundraising Plans. All fundraising campaigns require a fundraising plan that is a detailed roadmap for how the fundraising will be carried out. While the complexity of the plan will vary according to the magnitude of the endeavor, in general the plan should detail techniques, timing, staff needs (including use of paid consultants), strategy, costs and other necessary components. The appropriate ASP official must approve the plan (through the approval of the partnership or fundraising agreement) before the fundraising may begin.

5.4 Vetting of Contributions. In many cases, donors contribute directly to a non-profit partner of ASP, and the partner subsequently makes the donation to ASP. Non-profit partners also have their own professional standards under which donors are screened. In the fundraising agreement with ASP, the applicable vetting process for prospective contributions is identified to address the objectives identified in Section 4.1.1 (Maintaining

the Integrity, Impartiality of and Public Confidence in ASP) of this policy. The manner in which these donations are to be made is among the totality of the circumstances to be considered by the partner, and in turn by ASP, when deciding whether to accept a donation passed through the partner. Specifically, the nature of the relationships between the original donor, the non-profit partner and ASP may affect ASP's decision to accept the donation. For example, when a nonprofit arranges a donation without any involvement from ASP, acceptance of the donation might or might not give rise to an appearance of a loss of integrity or impartiality, or otherwise reduce public confidence in ASP. In instances where appearance concerns persist, ASP reserves the right to decline the specific donation.

5.5 Fundraising Costs. All costs associated with a fundraising effort, including required feasibility studies, are the responsibility of the fundraising partner. To maintain the integrity of fundraising efforts associated with ASP and the interests of donors, ASP policy is to limit overhead costs to not exceed 20% of the net funds raised over the life of the fundraising effort. ASP may or may not approve a fundraising plan/agreement that anticipates fundraising costs in excess of 20%. If an ASP partner conducts other activities, expenses and donations for the ASP campaign must be accounted for separately from those other activities.

SECTION 6. CORPORATE PHILANTHROPY AND CAMPAIGNS.

Corporations and businesses generally offer two primary forms of donations: philanthropic donations (often from a corporate foundation), or donations that are tied to marketing, advertising or product sales (sponsorships). These donations, whether offered as gifts of money or products, may be accepted and recognized, consistent with ASP donation policies.

6.1 Corporate Philanthropy. The following policies apply to the acceptance of all donations from businesses and corporations:

- (a) the fact of ASP's acceptance of their donation and, in the case of in-kind contributions, ASP's acceptance of their donated products, may be noted in their advertisements and other public materials.

- (b) ASP will not approve an advertisement or other public material that implies ASP has "selected" a corporation or business products or services, prefers a corporation or business products or services to competitor's products or services, or otherwise suggests or implies an endorsement of a corporation or business products or services.

- (c) ASP will not approve an advertisement or other public material that depicts illegal or irresponsible activities or those incompatible with ASP policies.

- (d) ASP will encourage corporations and businesses to use their advertising and promotions for communicating positive messages about what citizens can do to help protect and preserve natural, cultural and recreational resource values.

6.2 Corporate Campaigns. For purposes of this policy, corporate campaigns are designed to associate the interests of corporations with the mission and goals of ASP. These marketing

campaigns promote corporate goodwill while providing resources for ASP to carry out its mission. Sponsorships differ from philanthropic donations in their use of paid media and marketing activities. Corporate philanthropic donations are often made through their related foundations.

This section provides a framework for ASP entering into corporate campaign agreements. Corporate campaigns must be conducted with high standards that maintain the integrity of ASP and its partners. A corporate campaign is the means by which support provided to ASP is linked to the corporation's marketing strategies. All corporate campaigns authorized by ASP are subject to the following:

- (a) The corporate campaign is consistent with the purpose, mission and goals of ASP as well as applicable laws, regulations and policies;
- (b) Marketing or advertising activities associated with a corporate campaign do not state or imply an endorsement by ASP of any business, product or service;
- (c) A written agreement between ASP and a corporate partner is executed prior to initiation of corporate campaign activities;
- (d) The corporate campaign agreement conforms to the provisions relating to donations and fundraising agreements of this policy;
- (e) The criteria used to approve corporate campaign agreements are the same as those used to approve fundraising campaigns;
- (f) The corporate campaign agreement is approved by the Director or the appropriate designee.

When ASP becomes aware of a business or corporation advertising a real or implied relationship with ASP that violates any of these policies, that activity should be immediately brought to the attention of the ASP manager overseeing the sponsorship agreement or, in the case of an unauthorized advertisement, the Executive Director who will contact the business or corporation to resolve the issue.

7. DONOR RECOGNITION

Donor recognition plays a key role in donor stewardship: protecting and managing the donor's investment, thanking the donor, and reporting on the good works coming from that donation. Recognition means the formal acknowledgement of a donation or sponsorship. Parks in the system are not generally considered venues for advertising, but acknowledgement of sponsorship may include memorial plaques, display of corporate logos, products/services or other identifying signage. The display of appropriate recognition shall not degrade the natural and cultural resources of the park or interfere with the visitor's enjoyment of the park's aesthetic values.

ASP will, at a minimum, acknowledge all direct donations in writing, except that in all forms of recognition the donor's wishes for anonymity will be respected. Parks, regions, or programs considering other forms of recognition must consult with their Assistant

Director. Other examples of recognition generally accorded donors may include letters of acceptance and appreciation, press releases, public events, mementos, certificates, donor walls/boards/walks and other items that commemorate the donation.

Most donors view a donation to a group fundraising on behalf of the ASP as a donation to ASP. It therefore is appropriate for both the partner and ASP to express appreciation consistent with ASP policy.

When an ASP partner chooses to accept a donation and ASP is concerned that the involvement of the partner does not adequately maintain the integrity, impartiality of, and public confidence in, ASP as identified in Section 4.1.1; ASP will provide neither express nor implied recognition of the donation.

ASP will advise the partner that the donation is not to be passed through to ASP. In that circumstance, it is the responsibility of the fundraising partner to ascertain whether its retention of the donation is consistent with the donor's expectations. Because in that instance there is no donation made to ASP, care should be taken by the authorized employee to ensure that activities with that partner do not recognize that particular donation.

7.1 Donor Recognition Plan. A Donor Recognition Plan sets out the basic philosophy to guide donor recognition activities. It provides a framework for donor recognition in a park or by a program, while allowing a measure of flexibility to meet the needs of individual donors. The plan also helps the fundraising partner understand the means and levels of recognition that ASP can provide.

Donor Recognition Plans are developed and approved at the park and program level with the concurrence of the appropriate Chief. A Donor Recognition Plan is required for all parks and programs that receive or are likely to receive donations. While these plans will vary from park to park and program to program, there are several fundamental policies that control all such plans.

Partner donor recognition plans should complement a park or program plan with respect to the donor recognition provided by ASP. This will ensure that a fundraising partner will not inadvertently lead a prospective donor to expect a level of recognition that ASP cannot, or will not, fulfill. Donor Recognition Plans should include, at a minimum, the following elements:

- (a) a statement of the basic philosophy of donor recognition opportunities consistent with the park or program's mission, purpose(s), and plans,
- (b) procedures for thanking donors,
- (c) hierarchy of donor levels and associated recognition,
- (d) forms of in-park recognition consistent with this Chapter,
- (e) criteria for donor boards, walks or walls, including the location, minimum thresholds for recognition and length of time the recognition is in place.

7.2 Credit Lines and Logos. Recognition for contributions and donated items may be allowed as appropriate on printed or electronic material, audio/video/film products, kiosks, interpretive waysides, recreation equipment and other donor-funded items which remain on the park and temporary construction/restoration signs. Donor name script and corporate logos may be included as part of the recognition provided it amounts to a short, discrete, unobtrusive donor credit line at the end of the material. For example, the credit line on a park brochure may state: "This brochure was made possible through the generous contributions of _____". In the case of computerized information kiosks or other electronic displays to be placed in visitor service areas, the donor name script and logo may be placed within the electronic screen and on associated printed information but may not be on the kiosk casing itself. All recognition should be agreed to in writing in advance of the acceptance of the donation.

7.3 Donor Boards, Walks and Walls. Donor recognition boards, walks or walls are permitted in visitor centers and other appropriate visitor facilities. These boards or walls should utilize a format that allows recognition of donors by the placement of nameplates or other markers that can be added and removed with relative ease. A park's Donor Recognition Plan will establish criteria for donor boards, walks or walls, including the minimum thresholds for recognition and duration. Short-term displays may be appropriate during the life of a fundraising effort, while longer-term (up to 5 years) displays may be appropriate for significant donations.

7.4 Recognition of Corporate Donations. Corporate donors may receive recognition on the same basis as other donors. Government ethics regulations prevent ASP employees from using their government positions, titles, or any associated authorities to endorse, expressly or implicitly, any products, services or enterprises except in furtherance of specific statutory authority authorizing such endorsement. ASP may, however, recognize a corporate donor's support for ASP's mission.

7.5 Recognition within Interpretive Programs. When a donation is integrally related to the park, to the existence of the park, or to what is being interpreted, interpretive programs may identify the donor and how the donation was used.

7.6 In-Park Displays, Name Plaques and Plates. When in-park displays are deemed appropriate, tasteful, unobtrusive signs, plaques or other treatments may be used. The duration of this form of recognition may vary depending on the project, donation and location. Donor recognition through benches, bricks or paving materials, plaques or other features may be allowed as part of a Donor Recognition Plan. Their use must be consistent with a park's cultural and natural resource management plan.

In the case of permanent plaques, plates etc. Arizona State Parks will endeavor to maintain these items to the best of our ability. Should the need arise to replace a plaque (plate, in park display, etc.) the cost will be borne by the original donor.

temporary plaques are not to be affixed to the "historic fabric" of structures nor should they, or any other donor recognition treatment, be placed in natural zones or cultural zones

where they would intrude on the character of the area.

The naming of features will not be used to recognize monetary contributions or other donations to a park or the Arizona State Parks Board. The naming of a park facility may be allowed. All naming opportunities are subject to approval by the Arizona State Parks Board.

7.6.1 Memorials. It is not appropriate to use an Arizona State Park to memorialize individuals (including employees and volunteers of the Arizona State Parks Board) unless there is a distinguished or unique relationship between the park, the Arizona State Parks Board and the individual. Any individual deemed significant enough to merit memorialization on an Arizona State Park should be considered for interpretation in the park's education program.

In general, the individual should have been deceased for at least five years before Arizona State Parks can make an objective judgement regarding the significance of that person's role.

It is the preference of the Arizona State Parks Board that donors of memorial gifts be thanked with off-site forms of recognition, or if the park has a donor board, in an area set aside for memorial gifts that otherwise meet the criteria for that form of recognition.

7.6.2 Existing Nonconforming On-Site Recognition. Existing plaques and other recognition that do not conform to this policy should be considered for phase out. In the process of bringing parks into compliance with these guidelines, sensitivity towards donors must be exercised. It is important that Arizona State Parks maintain commitments and past contractual agreements and recognize that some existing recognitions, such as plaques and benches, may have achieved a level of historic or cultural importance of their own. It is the responsibility of the Regional Park Manager to consider phase out of existing recognition as part of the implementation of this policy.

7.7 Special Events. Special events fall into two categories: non-ASP events allowed under special park use permit, and events wholly or partially sponsored by ASP. They may recognize corporate sponsors by limited use of corporate logos and name script on event facilities, signs and literature at all such special events provided that the size, scale, scope and location of corporate logos and name script does not dominate the event facilities or area.

7.7.1. ASP Sponsored and Co-sponsored Event. For officially sponsored ASP events, the name of the event must predominate. At these events, ASP may provide appropriate recognition provided that corporate names are not used in any way that would imply or suggest ASP endorsement of a product or company, or be construed as commercial solicitation or advertising.

The purpose of such recognition is to acknowledge the sponsor. To ensure against the appearance of endorsement, pre-event written agreements shall spell out the

responsibilities of the parties and any conditions on the offering or acceptance of the gift and should include provisions specifying the amount, type, and size of sponsor recognition signs. These provisions may be included in a special park use permit, an exchange of letters or other written documentation.

On-site notices (e.g. banners) must be appropriate to the character and scale of the event. The Park may display such notices for a period of time in advance of the event to encourage public attendance. Sponsors may be permitted to establish a temporary hospitality area for sponsored special events.

Distributions of free product or sample products are permitted at events co-sponsored by ASP only if the item directly relates to the purpose of the event (e.g. plastic bags for a clean-up day) or is consumable at the event. The items may be imprinted with the name of the event and recognize sponsors by name (using name script if desired), logo and website address.

Additional requirements may exist for specific areas of the Arizona State Parks System.

7.7.2 Non-ASP Events. Notices on temporary displays directly associated with the event containing sponsor's names or logos or name script may be placed in close proximity to the event in both time and location.

8. ENDOWMENTS

ASP encourages partners to establish endowments where appropriate. The establishment of an endowment should be considered for inclusion in any major fundraising campaign to provide for future operations, maintenance and repair costs, especially those associated with major capital improvements such as visitor centers. It is critical that ASP and its fundraising partner agree in advance on the general categories for which funds will be expended and that ASP has sufficient discretion for the use of the funds to meet its day-to-day needs consistent with the purposes for which the endowment was created.

The following are among the factors that should be considered in authorizing the creation of an endowment in a fundraising agreement:

- (a) how and by whom the endowment will be administered,
- (b) directions on how the endowment funds are to be used, including determination of annual expenditure levels,
- (c) approval process for expenditures with the required concurrence of the authorized ASP official,
- (d) ASP concurrence with the investment policy for the endowment funds,
- (e) circumstances, if any, under which the corpus may be used,
- (f) fund accountability,
- (g) contingencies for dissolution.

Addendum

Legal Authorities – Sponsorships and Donations Policy

41-511.04. Duties; board; partnership fund; state historic preservation officer; definition

A. The board shall:

1. Select areas of scenic beauty, natural features and historical properties now owned by the state, except properties in the care and custody of other agencies by virtue of agreement with the state or as established by law, for management, operation and further development as state parks and historical monuments.
2. Manage, develop and operate state parks, monuments or trails established or acquired pursuant to law, or previously granted to the state for park or recreation purposes, except those falling under the jurisdiction of other state agencies as established by law.
3. Investigate lands owned by the state to determine in cooperation with the agency that manages the land which tracts should be set aside and dedicated for use as state parks, monuments or trails.
4. Investigate federally owned lands to determine their desirability for use as state parks, monuments or trails and negotiate with the federal agency having jurisdiction over such lands for the transfer of title to the Arizona state parks board.
5. Investigate privately owned lands to determine their desirability as state parks, monuments or trails and negotiate with private owners for the transfer of title to the Arizona state parks board.
6. Enter into agreements with the United States, other states or local governmental units, private societies or persons for the development and protection of state parks, monuments and trails.
7. Plan, coordinate and administer a state historic preservation program including the program established pursuant to the national historic preservation act of 1966, as amended.
8. Advise, assist and cooperate with federal and state agencies, political subdivisions of this state and other persons in identifying and preserving properties of historic or prehistoric significance.
9. Keep and administer an Arizona register of historic places composed of districts, sites, buildings, structures and objects significant in this state's history, architecture, archaeology, engineering and culture which meet criteria which the board establishes or which are listed on the national register of historic places. Entry on the register requires nomination by the state historic preservation officer and owner notification in accordance with rules which the board adopts.

10. Accept, on behalf of the state historic preservation officer, applications for classification as historic property received from the county assessor.
11. Adopt rules with regard to classification of historic property including:
 - (a) Minimum maintenance standards for the property.
 - (b) Requirements for documentation.
12. Monitor the performance of state agencies in the management of historic properties as provided in chapter 4.2 of this title.
13. Advise the governor on historic preservation matters.
14. Plan and administer a statewide parks and recreation program, including the programs established pursuant to the land and water conservation fund act of 1965 (P.L. 88-578; 78 Stat. 897).
15. Prepare, maintain and update a comprehensive plan for the development of the outdoor recreation resources of this state.
16. Initiate and carry out studies to determine the recreational needs of this state and the counties, cities and towns.
17. Coordinate recreational plans and developments of federal, state, county, city, town and private agencies.
18. Receive applications for projects to be funded through the land and water conservation fund, the state lake improvement fund and the law enforcement and boating safety fund on behalf of the Arizona outdoor recreation coordinating commission.
19. Provide staff support to the Arizona outdoor recreation coordinating commission.
20. Maintain a statewide off-highway vehicle recreational plan. The plan shall be updated at least once every five years and shall be used by all participating agencies to guide distribution and expenditure of monies under section 28-1176. The plan shall be open to public input and shall include the priority recommendations for allocating available monies in the off-highway vehicle recreation fund established by section 28-1176.
21. Collaborate with the state forester in presentations to legislative committees on issues associated with forest management and wildfire prevention and suppression as provided by section 37-622, subsection B.

B. Notwithstanding section 41-511.11, the board may annually collect and expend monies to plan and administer the land and water conservation fund program, in conjunction with other administrative tasks and recreation plans, as a surcharge to subgrantees in a proportionate amount, not to exceed ten per cent,

of the cost of each project. The surcharge monies shall be set aside to fund staff support for the land and water conservation fund program.

C. A partnership fund is established consisting of monies received pursuant to subsection B of this section, monies received from intergovernmental agreements pursuant to title 11, chapter 7, article 3 and monies received pursuant to section 35-148. The board shall administer the fund monies as a continuing appropriation for the purposes provided in these sections.

D. The state historic preservation officer shall:

1. In cooperation with federal and state agencies, political subdivisions of this state and other persons, direct and conduct a comprehensive statewide survey of historic properties and historic private burial sites and historic private cemeteries and maintain inventories of historic properties and historic private burial sites and historic private cemeteries.

2. Identify and nominate eligible properties to the national register of historic places and the Arizona register of historic places and otherwise administer applications for listing historic properties on the national and state registers.

3. Administer grants-in-aid for historic preservation projects within this state.

4. Advise, assist and monitor, as appropriate, federal and state agencies and political subdivisions of this state in carrying out their historic preservation responsibilities and cooperate with federal and state agencies, political subdivisions of this state and other persons to ensure that historic properties and historic private burial sites and historic private cemeteries are taken into consideration at all levels of planning and development.

5. Develop and make available information concerning professional methods and techniques for the preservation of historic properties and historic private burial sites and historic private cemeteries.

6. Make recommendations on the certification, classification and eligibility of historic properties and historic private burial sites and historic private cemeteries for property tax and investment tax incentives.

E. The state historic preservation officer may:

2. Assist and advise the owners of the properties on which the historic private burial sites and historic private cemeteries are located regarding the availability of tax exemptions applicable for such property.

3. Make the records available to assist in locating the families of the person buried in the historic private burial sites and historic private cemeteries.

F. For the purposes of this section, "historic private burial sites and historic private cemeteries" means a place where burials or interments of human remains

first occurred more than fifty years ago, that are not available for burials or interments by the public and are not regulated under title 32, chapter 20, article 6.

ARS §41-511.05(2): Make such contracts, leases, agreements and incur such obligations as reasonably necessary or desirable within the general scope of its activities and operations to enable it to perform adequately its duties.

ARS §41-511.05(3): Acquire through purchase, lease, agreement, donation, grant bequest or otherwise real and personal property and acquire real property through eminent domain for state park or monument purposes. No property may be acquired in the manner provided in this paragraph that will require an expenditure in excess of funds budgeted or received for such purposes. No state park or monument, or additions to a state park or monument, shall be created containing in excess of one hundred sixty acres of land unless created by an act of the legislature. This acreage limitation shall not apply in the case of lands that are selected by the board and that are not subject to outstanding leases, permits or other rights for the use of the lands including preferential rights to renew such leases and permits.

Arizona State statutes as identified above authorize Arizona State Parks (ASP) to accept donations for purposes of developing, maintaining and protecting Arizona state parks, monuments and trails.

41-511.21. State parks board publications and souvenir revolving fund; Tonto natural bridge park operation

A. A state parks board publications and souvenir revolving fund is established consisting of monies received from the sale of park posters, park postcards, books, souvenirs and sundry items pursuant to section 41-511.05, paragraph 4 and all monies received from the operation of the Tonto natural bridge restaurant, lodge and gift shop. The monies in the 1. Collect and receive information for historic private burial sites and historic private cemeteries from public and private sources and maintain a record of the existence and location of such burial sites and cemeteries located on private or public lands in this state.

B. On notice from the board the state treasurer shall invest and divest the monies in the publications and souvenir revolving fund as provided by section 35-313, and monies earned from investment shall be credited to the revolving fund.

C. Monies in the publications and souvenir revolving fund are exempt from section 35-190, relating to lapsing of appropriations. The purposes for which monies were expended during the preceding fiscal year shall be delineated in the agency's annual report pursuant to section 41-511.12.

**ARIZONA STATE PARKS
FUNDRAISING AND DONATION GUIDELINES
FREQUENTLY ASKED QUESTIONS (FAQ)**

Arizona State Parks (ASP) is the grateful recipient of philanthropic support from many individuals, organizations and businesses. ASP also highly values the commitment of its non-profit partners (Arizona State Parks Foundation and Friends Groups), whose primary mission is to support the agency and/or individual parks or programs.

ASP has specific legal obligations based on Arizona State Statutes that guide what, how and why the agency can accept donations, fundraising support or sponsorships. Based on these statutes ASP must treat all individuals, organizations and businesses openly and fairly when deciding to accept any particular donation, fundraising support or sponsorship.

It is our hope that the following explanations will answer most questions you may have regarding your support of ASP.

1. How do I know if I am making a donation or asking for a sponsorship?

A donation is simply giving something to the agency without expectation of public recognition. A sponsorship is providing cash, goods or in-kind services tied to marketing, advertising or product sales; and/or requesting to solicit funds for these purposes.

2. How much money can be DONATED to ASP without any approvals needed?

As long as no public recognition by ASP is requested, up to \$5,000.

3. What special privileges do donors receive?

None

4. Does ASP accept non-cash donations and if so what kinds?

Yes. ASP can accept property, equipment and in-kind services (for example, a printing shop donating copies of a poster); however, all donations, (including cash) must maintain the integrity, impartiality of and public confidence in ASP.

5. What is a Record of Donation Form and when is it needed?

A Record of Donation Form is a formal document that lays out what is being donated and its intended use by the donor. A Record of Donation Form is always needed, as it will serve as an official form of acknowledgement of the donation.

6. What level of non-cash donations can be accepted without any paperwork or agreements being signed?

None – a Record of Donation Form must be used.

7. Will you accept anything that I want to donate?

No. ASP reserves the right to turn down donations if they:

- a) Do not maintain the integrity, impartiality of and public confidence in ASP,

- b) Do not match the historical time period or the recreation uses of the park,
- c) Require restoration, preservation or maintenance that ASP is not able to provide,
- d) If it is not consistent with ASP's vision, mission, goals and park plans.

8. Do I need agency permission to FUNDRAISE in ASP's name?

Yes. It allows the agency to keep communications open and make sure that all groups' fundraising activities are coordinated effectively.

9. How much money can be FUNDRAISED for ASP without any paperwork or agreements being signed?

Any fundraising that is conducted in ASP's name must be consistent with the agency's mission, goals and legal authority; therefore, any fundraising activities must be approved through a Fundraising Proposal.

10. What is a Fundraising Proposal and when is it needed?

A Fundraising Proposal is a formal document that lays out the fundraising goals, intended use, and recognition level desired by any individual or entity that would like to raise funds to support ASP. A Fundraising Proposal is needed in all cases, except for donations.

11. Who must use a Fundraising Proposal?

Any individual or organization (profit, non-profit, not-for-profit and government agencies) that wishes to raise funds in ASP's name.

12. How long will the Fundraising Proposal process take?

The review process should take no longer than 30 days. Every effort will be made to ensure a rapid and efficient approval process.

13. Are there opportunities for my group to get on-park recognition?

Yes. ASP offers sponsorship opportunities. In the Fundraising Proposal, on-park recognition may be requested, but is dependent upon the size and scope of the fundraising campaign and the number of donors that will need to be recognized.

14. Why do we have to follow ASP policies with respect to donations, fundraising and sponsorships?

ASP has specific legal obligations based on Arizona State Statutes that guide what, how and why the agency can accept donations, fundraising support or sponsorships. If an outside group, business or individual does not follow these same obligations, ASP may not be able to accept the support.

15. Can I construct buildings and/or modify buildings (including painting)?

Yes, with the permission and involvement of the Chief of Development.

**ARIZONA STATE PARKS
RECORD OF DONATION**

The items listed below have been donated to Arizona State Parks (ASP) and are hereafter the property of ASP. They are to be used at the sole discretion of ASP.

All donations will, to the extent practicable and conforming to law, be used in a manner consistent with the Donor's intent. Donor acknowledges that donations other than cash may be sold or otherwise disposed of and their proceeds used in a manner consistent, to the extent practicable and conforming to law, with the Donor's intent. Donations are accepted with the understanding that they are not refundable except at the option of the State of Arizona; that they carry no time limit or expiration date; that they have been freely given; and that their acceptance creates no corresponding obligation on the part of the State of Arizona, its agencies, divisions or departments or its agents or employees, other than to be used, to the extent practicable and conforming to law, in a manner consistent with the Donor's intent.

In the case of unpublished manuscript materials and photographs included with this gift, Arizona State Parks is interested in obtaining any literary, graphic(s) and photo copyrights. If this donation includes these rights, please initial below:

_____ I declare that I hold the legal title to these items and that I hereby relinquish title to the literary, graphic(s) and photo copyrights of the listed items.

It is the intent of the Donor that this donation be used for the purpose set forth immediately below. I authorize the State of Arizona and ASP to determine the best use of this donation consistent with this intent. I place no other restrictions, terms or conditions on this donation.

A. ITEM (S)

Object Description:

History Information (if needed):

Intent of Use (for example – museum display, use at specific location, etc.):

B. IN-KIND DONATIONS/SERVICES

Description of services: (for example, photocopying of event flyers):

Intent of Use (for example, advertising special event):

C. MONETARY DONATION

The following amount of money (\$_____) has been donated to Arizona State Parks.

Intent of Use (for example – this money is to be used to purchase volunteer uniform items):

Receipt of the item(s), services and/or funding presented on this form is acknowledged below:

Arizona State Parks Official:
1300 West Washington
Phoenix, Arizona 85007

Donor:
Address: _____
Address: _____

Printed Name/Title

Printed Name

Signature

Signature

Employee Identification Number

Note to donor: Please ask for and retain a copy of this signed Record of Donation for your records. Please consult your tax advisor as to the potential deductibility of this donation for tax purposes.

**ARIZONA STATE PARKS
FUNDRAISING PROPOSAL**

Please use the spaces provided below to type or print the information requested.
Additional pages may be attached to this agreement if necessary.

If you are:

- a) Doing business or seeking to do business with Arizona State Parks;
- b) Litigating with Arizona State Parks or the State of Arizona;
- c) Regulated by any ASP section, including the State Historic Preservation Office:

You may not be able to enter into a Basic Fundraising Agreement with ASP. Please contact the appropriate Assistant Director, at (602) 542-4174, for more information.

CONTACT INFORMATION

Individual, organization or business applying to fundraise for the benefit of Arizona State Parks:

Name: _____

Address:

Key point of contact for this agreement:

Name: _____

Email address: _____

Phone number: _____

Address (if different from above): _____

FUNDRAISING INFORMATION

1. What are the fundraising goals? For example, how much money is intended to be raised and/or what goods or services are being sought as donations?
2. How will funds be raised (bake sale, special event, etc.)?
3. How will funds be expended or used?
4. If fundraising for a specific project (park ramada, exhibit, etc.) will the funds, goods or services raised be sufficient to undertake and maintain the project or will additional resources be required?
5. If additional resources are required, what are they and how will they be acquired?

RECOGNITION

1. How will you recognize donors to the project, (thank you letter, banner at special event, etc.)?
2. What type of recognition, if any, do you want Arizona State Parks to provide?

A. If on-park recognition is requested, what will it entail and what provisions will be taken for maintenance?

Fundraising General Terms & Conditions

APPLICANT:

1. That no more than 20 percent of funds raised may be used to pay for actual overhead costs incurred in fundraising.
2. Not to state or imply Arizona State Parks, the State of Arizona, or government employee endorsement of you, your organization or your business, or any business product or service including those of your donors.
3. That all funds raised, less up to 20%, will be deposited in a federally insured bank account and will be used for the purposes described in this agreement. Further, if funds raised for the benefit of ASP are commingled with other Partner funds they will be accounted for separately and all records will be made available to ASP upon request. Alternatively, upon completion of all fundraising activities under this Agreement funds may be provided directly to ASP for deposit in a donation account to be used solely for the purposes of this agreement.
4. To inform potential donors that funds raised may be directed by ASP to other park projects if the funds cannot be used for their intended purpose.
5. To inform potential donors of the tax implications of their donations to the extent required by State and Federal law.
6. That unless expressly agreed to by ASP in this agreement, nothing in this agreement is intended to require ASP to expend any appropriated funds on any matter related to this agreement. If ASP has agreed to expend appropriated funds under this agreement, nothing contained in this agreement shall be construed to obligate ASP or the State of Arizona to any current or future expenditure of funds in advance of the availability of appropriations. Nor does this agreement obligate ASP or the State of Arizona to spend funds on any particular project or purpose, even if funds are available.
7. Not to accept donations for the benefit of ASP which reflect adversely on ASP's mission and image.
8. Not to accept donations for the benefit of ASP from ASP concessionaires unless approved in writing by ASP.
9. To recognize donors consistent with the park or program's donor recognition plan.
10. To obtain written approvals or permits for on-park activities associated with this Proposal.
11. To allow ASP to audit records of funds raised or expended for the purposes of this proposal.

ARIZONA STATE PARKS:

1. To provide a description of how ASP will recognize donors, including the applicant, for donations made pursuant to this Proposal.

2. To the extent practicable, to provide materials and/or ASP staff to explain activities that may be funded through this Proposal.
3. To consider requests to conduct on-park activities intended to further the goals of this Proposal and to issue approvals when appropriate.
4. To review proposed donations of in-kind goods and services to ensure that they meet ASP needs, requirements and specifications.
5. To communicate continually and efficiently any changes which may alter the terms of this proposal.
6. To provide an ASP staff member to assist in implementing this proposal.

I understand this proposal will be reviewed by Arizona State Parks and that no fundraising activities may take place until an agreement is fully executed by both parties.

Signature

Date

Printed Name

Arizona State Parks Board Information Report

Agenda Item #: J-5



Title: Request for Proposal for the Lodge at Tonto Natural Bridge State Park Update
Staff Lead: Jay Ziemann, Assistant Director
Date: January 11, 2012

Status to Date:

On January 12, 2011 the Arizona State Parks Board directed that a Request for Proposal (RFP) be issued for the operation of the Lodge at Tonto Natural Bridge State Park. Due to winter storm damage, the Lodge was not presentable until this fall. Further, staff deemed that issuing a Request for Information (RFI) prior to an RFP was a prudent strategy to obtain viable ideas from 3rd Party Operators. On September 8, 2011 an RFI was issued seeking information on an operations plan, maintenance schedule, proposed capital development and major maintenance projects, staffing, food service, retail operations, and revenue share provisions. An on-site visit was held on September 20, 2011 and at the request of the attendees and potential respondents, the response date was extended to October 21, 2011. Six responses were received from the following entities: LGM – Arizona Trails, WJG Enterprises, Great Expectations Catering, Goodfellow Lodge, All in All Enterprises, Recreation Resource Management.

Description of Responses to the RFI

The following is a brief summary of the six responses the agency received from the Request for Information (RFI) issued by the agency regarding the operation of the Lodge at Tonto Natural Bridge State Park.

Proposal 1

Lodge Operations

- Proposal was for operation of the lodge and the park because operating the lodge alone would not work financially.

Other Activities

- Would like flexibility on seasonal closures based on visitation. Would like flexibility on the restaurant and food service operations based on profitability.
- Would possibly add ancillary services such as mountain bike rentals, store sales, etc.

Capital Plans and Costs

- Would accept responsibility for capital maintenance with some limits. Beyond these limits, the State would pay or the contract would terminate. If they were to be responsible for capital maintenance and repairs the contract would have to be long term, e.g., greater than 10 years.

Arizona State Parks Board Information Report
Agenda Item #: J-5

Revenue Sharing

- Indicated that the contract should be a concession where the operator keeps all revenues and pays all expenses in exchange for a concession fee to the state.

Proposal 2

Lodge Operations

- Would use eight of the ten rooms as a bed and breakfast. The two other rooms could be used as bride / groom rooms for weddings or rented to a massage therapist.
- Interested in the potential of running the entire park, using the park ranger residences on site for full time staff.

Other Activities

- Proposal included opening a café style restaurant, making whatever renovations necessary. Respondent indicated would like to fence and farm much of the available land at the park to supply food for the café and hold farmers' market type events.
- Additional long-term plans include the possibility of developing a winery and convert the pool into a pond, which would be stocked with fish used in the café.

Capital Plans and Costs

- Would like to install a solar driven pump for the water to the Lodge and harvest some of the water runoff for planting. Would erect a green house near the farming area.

Revenue Sharing

- No revenue sharing proposal.

Proposal 3

Lodge Operations

- Believes that the Lodge would not work financially as a hotel because visitors would not want to share restrooms.

Other Activities

- Would operate a snack bar. Would create new website, targeting Europeans. Would market for weddings and special events.

Capital Plans and Costs

- Indicates that 15 cabins with wet toilets would require a wastewater plant, (e.g., 5,000 gallons per day) installed where the swimming pool is currently located. Capital investment by the State would need to be \$700,000-\$850,000.

Arizona State Parks Board Information Report
Agenda Item #: J-5

Revenue Sharing

- Would require all the proceeds of the entire park and in return offer 10% for the first two years with an increase to 15% or 20% for the next three years of a five year contract, with options extending out to 10 to 20 years.

Proposal 4

Lodge Operations

- Only offer lodging if customer rents the entire lodge. This would make evening meal service efficient. The respondent was not optimistic that the Lodge operation could be done profitably.
- Would not consider adding any additional cabins.

Other Activities

- Kitchen would be simple order counter with menu of burgers and wraps.
- Guests would either pick up their food at the counter or take a number for tableside delivery. Would offer take-out picnic baskets.
- Does not believe there would be enough demand to sustain an evening meal for day visitors, however, would offer some meal service for guests of the lodge. Breakfast service would be offered to guests of the lodge, omelet/waffle station, with continental breakfast bar.
- Offer entertainment, possibly including cowboy poet, local historian or storyteller, guitar player, DJ, full band for an event, etc. Hosting small groups (e.g., family reunions, church groups, scout groups, etc) and larger groups, e.g., weddings, corporate outings, holiday parties, etc.

Capital Plans and Costs

- Add some spring fed ponds and a fruit tree orchard.

Revenue Sharing

- No mention of revenue sharing.

Proposal 5

Lodge Operations

- Would operate the Lodge as on-site operators, who would live on-site.

Other Activities

- Would have weekly Sunday brunches, fish fires and BBQs.
- Would obtain a liquor license

Capital Plans and Costs

- Wants Arizona State Parks to make capital improvements, including fixing water damage throughout lodge, removing existing wallpaper, texture and

Arizona State Parks Board Information Report
Agenda Item #: J-5

paint interior walls, replacing bathroom and room sink fixtures, mechanical inspection of kitchen, and the repair and replacement of window screens.

- Any additional cabins would be paid for by the State.

Revenue Sharing

- 6% of gross sales, with a minimum guarantee to be established at end of 9th month
- Minimum 5 year lease
- Requests \$500 credit per month for November – March to cover increased cost in utilities to prevent pipes from freezing

Proposal 6

- Response limited to the building and/or enhancement of the trail system on the park.

Upcoming Activities:

State Parks will complete a facilities assessment based upon the responses to the RFI as well as the potential presence of mold in the Lodge.

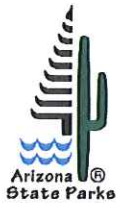
Time Frame/Target Date for Completion:

A facilities assessment of the Lodge at Tonto Natural Bridge State park could be presented at a future Board meeting.

Relevant Past Board Actions:

- At its September 11, 2009 meeting, the Arizona State Parks Board authorized the Executive Director to enter, amend and withdraw from operating agreements in order to offset or reduce costs, or enhance revenues.
- At its January 12, 2011 meeting, the Arizona State Parks Board authorized the Executive Director to prepare and issue a Request for Proposal (RFP) for the operation of the Lodge at Tonto Natural Bridge State Park.

Arizona State Parks Board Information Report
Agenda Item #: J-7



Title: Consider an Agreement to be a Main Street
Coordinating Program Manager
Staff Lead: Jay Ziemann, Assistant Director
Date: January 11, 2012

Status to Date:

Main Street is a unique preservation-based economic development program that enables communities to revitalize their downtowns and neighborhood business districts by leveraging local assets - from historic, cultural, and architectural resources to local enterprises and community pride. Since 1986 the Arizona Department of Commerce has housed the statewide Main Street Coordinating Program under a partnership agreement with the National Trust for Historic Preservation. The Arizona Commerce Authority no longer maintains this partnership agreement. The private Arizona Main Street Task Force requested that the Arizona State Historic Preservation Office (SHPO) and Arizona State Parks become a Main Street Coordinating Program Manager. The SHPO drafted an Arizona Main Street Program Strategic Plan (attached) that would become a part of the Arizona State Historic Preservation Plan and therefore a part of the Agency Strategic Plan.

Upcoming Activities:

The Arizona Main Street Strategic Plan would be implemented through a specific task list (attached). The final details of any agreement and the funding for the program must be coordinated through the program's partners, including the Commerce Authority, the Department of Tourism and the Governor's Office.

Time Frame/Target Date for Completion:

To have Arizona State Parks through the State Historic Preservation Office enter into a partnership agreement with the National Trust for Historic Preservation by March 15, 2012.

Relevant Past Board Actions:

N/A

Attachments:

Arizona Main Street Program Strategic Plan – Pages 16A-16C
Arizona Main Street Program Task List – Pages 16D

State Historic Preservation Office Strategic Plan for the Arizona Main Street Program: Economic Development within a Historic Preservation Context

MISSION: In the belief that the spirit and direction of our Communities are founded upon and reflected in their historic heritage, and that these historical and cultural foundations should be preserved as a living part of our community life and development in order to give a sense of orientation to the American people, we envision conditions fostering a productive harmony between modern society and prehistoric and historic resources in which the social, economic and other requirements of present and future generations are satisfied by the cultural, educational, aesthetic, inspirational, economic and energy benefits of historic preservation.

VISION: We envision having unique community and neighborhood historic districts that foster vibrant economic development and promote tourism. These economic development districts will act as incubators for new businesses and nurture existing businesses while celebrating an area's past.

GOAL: Proactive Partnerships: Foster the development and expansion of local grassroots-based economic revitalization organizations.

- Objectives:**
1. Support the efforts of existing Main Street Program members.
 2. Meet with interested individuals and community groups seeking to become Main Street Program members.
 3. Coordinate program direction with the National Trust for Historic Preservation/ National Main Street Center, the Arizona Commerce Authority and the Arizona Office of Tourism.
 4. Coordinate development of the Arizona Main Street Program with the Arizona Main Street Task Force.
 5. Maintain Main Street Program agreements.

GOAL: Better Resource Management: Foster the identification, evaluation and treatment of historic resources within the individual economic development districts.

- Objectives:**
1. Encourage Main Street Program organizations to assist communities in the identification of significant historic resources.
 2. Assist Main Street Program organizations and property owners with the creative treatment and continued use and adaptive reuse of historic resources.

3. Review proposed development projects for conformance with the Secretary of the Interior's Standards for rehabilitation.

GOAL: Integrated Planning: Encourage program and district planning efforts focusing on preservation issues that encourage economic strategies that meet contemporary needs.

- Objectives:**
1. Assist Main Street Program organizations to develop annual program plans that include cyclical economic development activities and special events.
 2. Assist Main Street Program organizations to develop district plans in cooperation with local governments.
 3. Complete an annual Arizona Main Street Work Plan.

GOAL: Communications: Improve communications between the preservation community, local communities, Main Street Program members and the National Main Street Center.

- Objectives:**
1. Maintain current program partner contact list.
 2. Develop a Main Street Program member electronic forum capability.
 3. Advise Main Street Program member of emerging and creative economic development strategies.
 4. Compile data on the Arizona Main Street Program direction, progress and weaknesses and issue an annual program status report.
 5. Maintain an Arizona Main Street Program website.
 6. Coordinate an annual Arizona Main Street Program awards event.

GOAL: Maximize Funding: Strive to operate the Arizona Main Street Program at maximum efficiency, taking advantage of diverse funding opportunities and use of volunteers.

- Objectives:**
1. Seek funding partners.
 2. Advise Main Street Program members of funding opportunities.
 3. Explore the use of volunteers and interns.

GOAL: Training: Coordinate training opportunities with Main Street Program members.

- Objectives:**
1. Provide training sessions and/or workshops at the annual Historic Preservation Conference that deal with specific Main Street Program issues.
 2. Provide local or regional workshops as requested by Main Street Program members.
 3. Attend annual Main Street Center training conference.

16C

SHPO 2012 Arizona Main Street Program Task List

PROACTIVE PARTNERSHIPS

- Pay Coordinating Partner Program membership fee to the National Trust for Historic Preservation Main Street Center
- Pay for annual membership to the National Trust for each certified local program
- Strengthen existing relationships with the National Trust, statewide partners, and state advisors
- Prepare MOU agreements with Main Street communities
- Submit local program applications for National Accreditation
- Compile list of potential Main Street partners
- Formalize partnership with the Arizona Main Street Task Force

BETTER RESOURCE MANAGEMENT

- Assess survey and nomination needs for each local program
- Review plans for rehabilitation projects in Main Street communities

INTEGRATED PLANNING

- Provide technical assistance in the areas of annual planning for local programs; overview of Main Street Four Point Approach; and facilitate local board and staff training as necessary
- Review strategic plan and draft annual work plan

COMMUNICATIONS

- Compile Main Street Program contact list
- Research Main Street forum approaches
- Compile annual report and submit annual reinvestment figures
- Conduct quarterly conference calls between SHPO, local programs, and the Alliance
- Develop Main Street Program Website
- Develop Main Street Awards event

MAXIMIZE FUNDING

- Work with other partners to identify funding sources and partners
- Pursue intern position

TRAINING

- Poll Main Street members on training needs and priorities
- Work with local managers to identify key statewide conferences that managers could attend
- Communicate professional development opportunities to managers
- Attend National Main Street conference per guidelines
- Hold Main Street sessions at annual historic preservation conference

16D